

NEWS RELEASE

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CONTACT: Susan B. Towler
(904) 791-6803

Blue Cross and Blue Shield of Florida Announces New Appointments and Organizational Structure

JACKSONVILLE -- Blue Cross and Blue Shield of Florida President and Chief Operating Officer Michael Cascone Jr. announced today 10 new appointments that reflect the company's new organizational design.

"As the Florida market increasingly shifts to network-based health care, Blue Cross and Blue Shield of Florida must take a fresh look at our organizational structure," said Cascone. "To best meet the needs of our customers throughout the state, we are forming three geographic business units that will serve as the primary focus of the organization."

The five current regions will be consolidated into three geographic business units (GBU).

